



STATE OF MONTANA DEPARTMENT OF REVENUE JOB PROFILE

Working Title

E-Communications Specialist

Job Code Title

Desktop Publisher

Pay Band

05

Job Code Number

439315

Director's Office

Executive Office

Public Relations Unit

Fair Labor Standards Act

Non-Exempt

The Montana Department of Revenue administers more than 30 state taxes and fees; establishes values for taxable property, including agricultural land, residential real estate, commercial real estate, forest land, business equipment, railroads and public utilities; supervises the operation of the state liquor stores and agencies and administers the laws governing the sale, taxation, and licensing of alcoholic beverages; and returns unclaimed property to its rightful owners.

The Director's Office supports the agency's Director and is composed of four work units: Legal Services Office; Office of Tax Policy and Research; Office of Human Resources and Organizational Development; and the Executive Office. The Executive Office includes the administrative support staff, fiscal administrator, public relations, and taxpayer assistance and public outreach.

Job Responsibilities

The E-Communications Specialist manages and oversees the department's online and electronic communications including an Internet website, an employee intranet site, and multiple "new media" practices for communicating electronically and administers the department's web presence to ensure adequate usability, accessibility, and performance. The incumbent provides information externally to citizens, businesses, and other stakeholders and internally to department employees and contractors. The position reports to the Public Information Officer and does not supervise other staff.

• Administers Department Websites 40%

1. Authorizes and controls website content to ensure it is current, accurate, and relevant to customer needs. Works with staff to develop and post information regarding department programs, services, news, research, events, recruitments, activities, and other items of interest. Creates and maintains an online news room for the department including designing a web section that is valuable to media representatives, posting news releases and other resource materials, and setting up search criteria.
2. Develops and implements website revision procedures. Develops, trains, and monitors a team of business experts who use simple web tools to program, update, review, and publish web content related to their specific subject matter. Helps business experts to design web pages, prepare electronic documents for production, and create or modify web graphics.
3. Informs citizens, businesses, other stakeholders, and department employees of content changes, technical problems, application updates, or other critical information. Provides updates to all interested parties via online or electronic communications.
4. Ensures that department's websites are easy to navigate and search. Improves site navigation, redesigns the flow of information, upgrades search tools, and provides technical support in website design to content providers. Creates user-friendly search functions for webpage

content; improves search capabilities using keyword frequency, keyword density, formatting, and other methods; and establishes a logical and secure directory structure using state approved naming conventions and standards.

5. Monitor website usage. Tracks, compiles, and analyzes usage data to determine trends as well as any potential impact on the department and individual divisions.
6. Monitors website performance. Gathers, analyzes, and documents user feedback to locate sources of problems; communicates with network personnel or server administrator to address issues affecting the websites; and routinely checks links to ensure proper functioning. Responds to user comments and questions regarding website functioning. Sets up automated responses for e-mail inquiries.
7. Maintains website registration and documentation. Renews domain name registrations; registers websites with search engines to increase website traffic; and retains important records such as website releases, approval signoffs, and content changes.
8. Identifies, evaluates, and maintains appropriate and properly functioning links to and from others' websites and to vendor-created online services.
9. Identifies the need for new website procedures or changes to existing procedures. Develops a work request process for web updates; develops, researches, designs, and edits new features for website pages; and recommends purchases.
10. Recommends website improvements to maintain web usability and accessibility by researching website and equipment specifications, performance requirements, and legal issues including privacy. Develops cost estimates.

- **Coordinates "New Media" Communication 20%**

1. Manages the department's participation in various new-media communication practices such as online advertising, electronic news feeds, social media sites, podcasts, e-mail campaigns, and other web concepts.
2. Works with department management to develop electronic communication strategies and prioritize electronic communication needs. This requires understanding new-media communication practices, analyzing the department's communication needs, identifying target audiences, reviewing informational content, and developing timelines. Resolves strategy and priority conflicts and recommends best solutions to move forward.
3. Investigates practices in new media communication and recommends ways to use them to expand and improve the department's information distribution.
4. Prepares information for new media usage including gathering, writing, copyediting, and proofing the information. Evaluates information for accuracy, style, and consistent voice. Coordinates uploading, refreshing, and updating electronic communications data according to the department's schedule for changing content. Converts various types of files for electronic communications using computer software.
5. Tracks, compiles, and analyzes usage data of new-media communication practices to determine trends and evaluate effectiveness.
6. Ensures that citizens, businesses, other stakeholders, and department employees are informed of content changes, technical problems, application updates, or other critical information. Provides updates to all interested parties via electronic communications.

- **Standardizing Electronic Communication 20%**

1. Ensures that the content, design, and accessibility of the department's online and electronic communications meet federal guidelines, the state's e-government standards, and any necessary legal requirements. Works with the State of Montana's E-Government Advisory Committee and other state-level groups or organizations in developing standards for online and electronic communication. Complies with legal requirements by obtaining clearance on copyrighted material and ensuring that no personally identifiable information (PII) is available or collected.

2. Monitors new media content to ensure that it is suitable by implementing style guidelines for editorial content and design elements. Promotes standard fonts, formatting, icons, images, layout techniques, and modularization. Positions text and art elements from a variety of databases in a visually appealing way. Develops and maintains visual design guidelines and determines graphic characteristics to present a consistent visual image in all electronic communications.
 3. Stays abreast of current industry standards and techniques to keep the websites looking fresh and to ensure effective content that achieves the department's goals.
- **Other Duties as Assigned 20%**
 1. Performs other duties as assigned by the supervisor.
 2. Represents the department on issues related to electronic media and communications. Attends new media related meetings with other state organizations.
 3. Consults with state website administrators to ensure department websites are in agreement with their Internet direction and principles.

Job Requirements

To perform successfully as an e-communications specialist, the incumbent must be self-motivated; possess a strong work ethic; maintain a positive attitude; and enjoy working with, and for, the public. Skills in multi-tasking; paying attention to details and accuracy; inserting keywords and hyperlinks in appropriate places in copy; project management; managing multiple priorities under tight deadlines; mathematics; providing timely and effective written, verbal, and interpersonal communication; interviewing; writing content based on the client's industry; prioritizing projects; customer service; conflict resolution; compiling, and analyzing data from multiple sources; following written and oral directions and instructions; researching data to identify and resolve a wide variety of problems and issues; and word processing, spreadsheet, and database applications are required.

This position requires knowledge of communications, especially electronic communications methods and media; copywriting for a variety of audiences; editing and proofreading for spelling, grammar, and style; marketing and customer service; use of keywords; metadata and meta-tags; website navigation principles; and web structure.

- The minimum level of education and job-related work experience needed as a new employee **on the first day** of work is two years of college or vocational training in communications, business administration, marketing, library science, or related field and three years of job-related work experience. Computer science or web design are helpful but not required.
 - Work experience should be made up of writing web content, electronic marketing, metadata, designing or maintaining websites, and social media such as Twitter and blogging.
 - Experience in web programming is preferred.
 - Other combinations of education and experience will be evaluated on an individual basis.

Department Core Values

- **Respect:** As a representative of the people of Montana, proceeds with the highest level of respect for the dignity of every person contacted through work. Without exception, all people are treated as equally as possible. The employee is a faithful steward of the resources provided to this agency by the citizens of Montana.
- **Integrity:** Conducts work honestly and makes decisions that establish a clear record that the department serves the public with integrity. Apologizes for mistakes and gives credit to others for their cooperation, work, and ideas in achieving positive results. Accountable for their actions and holds others accountable for theirs. Decisions and judgments achieve equity and justice for all parties involved including citizens and co-workers.
- **Productivity:** Consistently strives to minimize the waste of the department's financial, facilities, and human resources. Diligently works to improve the productivity and effectiveness of the work unit. Welcomes and encourages new ideas on improving the results of the department from the public,

other officials, colleagues, and supervisors. Approaches work in a manner that builds goodwill, trust, and cooperation internally with other staff and externally with the public.

- **Teamwork:** Maximizes cooperation and teamwork when working with other employees, divisions, and other state agencies. Willing to work with others for the opportunity to learn from their ideas, talents, and knowledge. Seeks to resolve conflicts with other employees and work units in an open and respectful manner that reinforces teamwork. Celebrates the successes of others.

Working Conditions

This position has considerable mental stress and pressure due to workload, deadlines, time constraints, significance of decisions made, and challenging nature of contacts. At times, the incumbent will deal with angry, hostile and difficult individuals to resolve concerns. This may cause stressful work conditions and a high degree of mental stress. As a Department of Revenue employee, the incumbent may come into contact with highly confidential financial and tax information and is required to maintain the highest level of confidentiality regarding all information acquired or used in performing this job. Work hours may exceed 40 hours per week from time to time. This position requires considerable computer and keyboard use. The incumbent may spend considerable time on the phone. Lifting is infrequent, less than 15 pounds and includes carrying light items such as papers and books. This job requires regular attendance as scheduled by the supervisor. This job cannot be performed at an alternate work site.

Special requirements

- **Background Examination:** Applicants for this position will be subject to a criminal background review before being considered for employment. Individual circumstances involving a criminal conviction will be reviewed to determine an applicant's eligibility for employment.
- **Compliance with All Appropriate Montana Tax Laws:** An employee's tax status must be current.

This job profile was produced by the Office of Human Resources in conjunction with the appropriate managers.

Division Administrator Review: The statements in this job profile are accurate and complete.

Signature: Alan Peura, Deputy Director Date: August 2010

Human Resource Director Review: The Office of Human Resources has reviewed this job profile.

Signature: JeanAnn Scheuer, Human Resources Director Date: August 2010

Employee: My signature below indicates I have read this job profile and discussed it with my supervisor.

Signature: _____ Date: _____

Name (print): _____